

**BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, DC 20554**

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In the Matter of)	
WTB Data Review)	WTB Docket No. 10-131
)	
In the Matter of)	
WCB Data Review)	WCB Docket No. 10-132
)	
In the Matter of)	
MB Data Review)	MB Docket No. 10-103
)	

Memorandum of Telogical Systems' Ex Parte Presentation to the FCC

Andrew Woessner
President
Telogical Systems
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September, 27 2010

On Tuesday September 21st, 2010 members of the FCC (see Appendix A: “List of Attendees”) met with members of Telogical Systems’ management team to discuss the Data Innovation Initiative. The discussion included the attached PowerPoint presentation outlining Telogical’s comments on the FCC Data Innovation Initiative with regards to pricing data as well as specific examples in which pricing data would enable the FCC to better address key issues such as:

- Consumer Protection
- Early Termination Fees
- Bill Shock
- Broadband Availability

After the presentation, the group went into an open discussion of the best publicly available sources of pricing data. Telogical Systems outlined the following:

- Online Advertising
- Print Advertising
- Television Advertising
- Radio Advertising
- Direct Marketing Materials
- Tariffs

Next, the group discussed the many challenges inherent in the collection and structuring of pricing data from the sources listed above. Telogical then spoke to the ways in which this process can be made easier through the application of technology, including:

- Web-monitoring Tools

- Structured Data Bases

Telological Systems specifically asserted the need to protect service providers' confidential business information, but indicated that this need could be met by only reporting information at an appropriate level of aggregation. For example, broadband pricing data could be represented as an average price (for all service providers) per speed tier per county.

Appendix A: List of Attendees

Telological Systems:

- Andrew Woessner – President and CEO
- Ken Archer – Co-Founder and CTO
- Gray Somerville – Co-Founder and VP of Client Services
- Bradford Pelletier – Account Manager

FCC:

- Rodger Woock – WCB
- Eric Ralph – WCB
- Nick Alexander – WCB
- Don Stockdale – WCB
- Steve Rosenberg – WCB
- Kris Monteith – Media Bureau
- Kirk Burgee – WCB
- Michael Byrne – OSP
- Greg Elin – OMD